LEO BURNETT COMPANY, *Inc.*
Ad No. 2748—Side by Side—Plate #2—Req. No. 04032—Page 4/c Bleed—9⅝" x 11½"—National Magazines, 1972 (A)
Printed in U.S.A.

Come to where the flavor is.
Marlboro Country.
Marlboro
Marlboro
100's
Marlboro Red
or Longhorn 100's—
you get a lot to like.
Kings: 19 mg "tar," 1.3 mg. nicotine—
100's: 20 mg "tar," 1.5 mg. nicotine av. per cigarette, FTC Report Apr.'72
Warning: The Surgeon General Has Determined That
Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/fkhn0003
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